From: Rellen Hayes
To: Tucker-Potter, Stacy
Subject: RE: Directory Project Marketing Deliverables
Date: Monday, June 17, 2019 10:19:12 AM

Hi Stacy,

I just received notice from wetransfer that you just downloaded the files. Did they finally download? If you are not seeing them, check your Download folder.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Monday, June 17, 2019 9:29 AM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Directory Project Marketing Deliverables

Wetransfer. The page never loads.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Monday, June 17, 2019 9:29 AM
To: Tucker-Potter, Stacy
Subject: RE: Directory Project Marketing Deliverables

Hi Stacy,

Are you talking about downloading the wetransfer.com files or are you talking about the link for the cover & intro templates?

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Monday, June 17, 2019 8:37 AM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Directory Project Marketing Deliverables

I keep getting a bad gateway error, so the site doesn't appear to be working.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Friday, June 14, 2019 4:49 PM
To: Tucker-Potter, Stacy
Subject: RE: Directory Project Marketing Deliverables

Hi Stacy,

I just sent you a sample of a cover and intro section through wetransfer.com. The files are too big to send through regular email.

Have a great weekend!

Best,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Friday, June 14, 2019 3:50 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Directory Project Marketing Deliverables

I am in the process of directing the required pieces to the correct people. Can I ask for clarification

on the 16 page introduction? I got the impression that content comes from us. Is that correct? What should be covered in that introduction? Samples you can provide? When will we be asked to provide that? I want to ensure I'm giving it more than enough lead time rather than handing it off on a tight turn.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, June 12, 2019 8:09 PM
To: Tucker-Potter, Stacy
Subject: Directory Project Marketing Deliverables

Hi Stacy,

Here are the marketing deliverables we'll need from you by **July 19, 2019**.

Marketing Deliverables:

- **Step 1:** Review language for postcards 1-4, emails 1-4, online update site email and review your listing email. This language historically has proven to provide the highest response rate. Send back approvals or approvals with changes.
  - Attached **'Marketing Material for Client Approval**'

- **Step 2:** Send us your Logos.
  - One black and white logo for postcards (circular or square in shape).
  - Email Banner
  - Electronic Signature
    - Tell us how the Signatory would prefer his/her name and title to appear in the marketing
  - Attached **'Art - PC Logo_Email Banner Specs'**

- **Step 3**: Complete a brief one-page summary to help train our call center associates about your school
  - Complete the '**Agent Reference Sheet'**.

We are looking forward to this project, and I look forward to working closely with you!

Best regards,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com

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